

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Kemauan Bekerja, Hubungan Emosional dan Rekomendasi Pihak Ketiga dalam keputusan rekrutmen pekerja temporer di industri MICE Jakarta. Objek penelitian ini adalah *project manager* di *event organizer* Jakarta yang melakukan perekrutan karyawan temporer yang dalam penelitian ini diwakili oleh 3 (tiga) *event organizer* MICE. Pemecahan masalah di rumuskan dalam pembentukan hipotesis dilakukan dengan menggunakan pendekatan kualitatif melalui wawancara, *focus group discussion* dan observasi lapangan. Hasil penelitian menunjukkan bahwa Kemauan Bekerja, Hubungan Emosional dan Rekomendasi Pihak Ketiga masih menjadi factor-faktor yang berpengaruh positif terhadap proses rekrutmen pekerja temporer di industri MICE di Jakarta.

**Kata kunci** : Kemauan Bekerja, Hubungan Emosional, Rekomendasi Pihak Ketiga, Karyawan Temporer, Rekrutmen, MICE, *EventOrganizer*.

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## **ABSTRACT**

*The research aims to analyze the effect of Willingness to work, Emotional Relations and Third Party Recommendations on the recruitment decision for temporary workers in the Jakarta MICE industry. The object of this research is the project manager at the Jakarta event organizer who recruits temporary employees for their several MICE events and represent by 3 (three) MICE event organizer at Jakarta. Solution to problem formulated in hypothesis formation performed with using a qualitative approach through interviews, group discussion forums and field observations. The results showed that the Willingness to Work, Emotional Relations and Third Party Recommendations are became the factors that have a positive influence on the recruitment process of temporary workers in the MICE industry in Jakarta.*

**Keywords** : *Willingness to Work, Emotional Relations, Third Party Recommendations, Temporary Employees, Recruitment, MICE, Event Organizer.*

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